CLAIMS

1. A method of establishing in a data processing system capable of being linked to the internet a hierarchically structured store web site for use on the internet comprising:

establishing in the data processing system: a base store site module having at least one entry port for communication with the internet;

at least one child module of the base store site module having an entry port; and

the entry port of the base store site module being linked to the entry port of the child module for passing control from the base store site to the child module.

2. A method as claimed in claim 1 wherein the at least one child module has an entry port and an exit port.

3. A method as claimed in claim 1 wherein the at least one child module has at least one entry port and at least one exit port; and the base module has at least one entry port; at least one of the entry ports of the child is linked to at least one entry port of the base module.

4. A method as claimed in claim 1 wherein the at least one child module has at least one entry port and at least one exit port; the base module has at least one entry port and at least one exit port; and at least one of the entry ports of the child is linked to at least one entry port of the base module.

5. A method as claimed in claim 3 wherein at least one of the entry ports, and at least one of the exit ports of the at least one child module are linked, respectively, to at least one of the base module's entry ports, and at least one of the base module's exit ports.

6. A method as claimed in claim 1 wherein the base module has a plurality of entry ports, and at least some of the plurality of entry ports of the base module are linked to the entry port of the at least one child module.

7. A method as claimed in claim 3 wherein the at least one of child module has a plurality of exit ports, and at least some of the plurality of exit ports of the child module are linked to one exit of the base module.

8. A method as claimed in claim 1 wherein at least one of the exit ports of the at least one child module is linked to at least one of the entry ports of another child module.

9. A method as claimed in claim 1 wherein the base store site module has at least one entry port for communication with the internet; the at least one child module being selected from the set comprising:

a store front (page) module,
a shopping (area) module,
a customer service (area) module,
an information (area) module, or
an auction (area) module.

10. A method as claimed in claim 9 wherein the base store site module has at least one entry port for communication with the internet and at least one exit port;

the at least one exit port of the base store site module being configurable for linking with an exit port of a child module.

A system for a hierarchically structured store web site for use on the internet comprising:

means for a base store site module having at least one entry port for communication with the internet; and,

means for at least one child module of the base store site module having means for an entry port;

means for the entry port of the base store site module being linked to the entry port of the child module for passing control from the base store site to the child module.

12. A computer program product directly loadable into the internal memory of a digital computer, comprising software code portions for performing the steps of any one of claim 1 to claim 10 when said product is run on a computer.